

ORDER

KSNV

Orders**Order / Rev:**

004404

Alt Order #:

06832080

Product Desc:

HELLER FOR SENATE

Estimate:**Flight Dates:**

09/26/12 - 10/02/12

Original Date / Rev:

07/18/12 / 10/01/12

Order Type:

GENERAL

Primary AE:

Amy McCreary

Sales Office:

BLPHI

Sales Region:

National

Agency**Name:**

Strategic Media Services, Inc.

Buying Contact:**Billing Contact:**

3299 K St. NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser**Name:**

Heller, Dean for U.S. Senate

Demographic:

A35+

Product Codes:

PLC01

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:**Order Separation:**

00:05:00

Advertiser External ID:**Agency External ID:****Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	82	\$52,120.00	\$44,302.00
10/01/12	10/02/12	44	\$24,100.00	\$20,485.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$52,120.00	\$44,302.00	0.00
October 2012	44	\$24,100.00	\$20,485.00	0.00
Totals	126	\$76,220.00	\$64,787.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$76,220.00
Market	100%	\$262,827.59

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$68,335.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$47,308.97
KTUD	1%	\$2,628.28
KVVU	24%	\$63,078.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,256.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	6	\$185.002		0.00	NM	6	\$1,110.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$185.002		0.00	NM	6	\$1,110.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$185.00		0.00			
E 2	KSNV	10/01/12	10/02/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$300.00		0.00			
E 3	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$450.00		0.00			
E 4	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$450.00		0.00			
E 5	KSNV	09/26/12	09/28/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$550.002		0.00	NM	6	\$3,300.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$550.00		0.00			
E 6	KSNV	10/01/12	10/02/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$600.00		0.00			
E 8	KSNV	09/26/12	09/28/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$350.001		0.00	NM	2	\$700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/24/12-09/30/12		M-F Today Show II 3rd Hr		9-10a	--W-F----	:30		(\$350.00)		0.00	NM		
See MG 8.3															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/26/12-09/28/12		M-F Today Show II 3rd Hr		9-10a	--W-F----	:30		\$350.00		0.00	NM		
Ⓜ MG for 8.2 09/28															
[REVISED RATE TO REINSTATE]															
E 13	KSNV	10/01/12	10/02/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$225.00		0.00			
E 14	KSNV	09/26/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$200.00		0.00			
E 15	KSNV	09/27/12	09/27/12	Rachael Ray Rachael Ray	CM	11am-12pm	---T---	:30	2	\$200.002		0.00	NM	2	\$400.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					2	\$200.00		0.00			
E 16	KSNV	09/26/12	09/27/12	Noon News Noon News	CM	12-1230pm	--WT---	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KSNV	09/26/12	09/27/12	Noon News Noon News	CM	12-1230pm	--WT---	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WT---					2	\$275.00		0.00			
E 17	KSNV	09/28/12	09/28/12	Noon News Noon News	CM	12-1230pm	----F--	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$275.00		0.00			
E 18	KSNV	10/01/12	10/02/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$275.00		0.00			
E 19	KSNV	10/01/12	10/02/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$225.00		0.00			
E 20	KSNV	09/26/12	09/28/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$200.00		0.00			
E 21	KSNV	09/26/12	09/28/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					2	\$275.00		0.00			
E 22	KSNV	10/01/12	10/02/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$275.00		0.00			
E 23	KSNV	10/01/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	M-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$225.00		0.00			
E 24	KSNV	10/02/12	10/02/12	The Doctors The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$225.00		0.00			
E 25	KSNV	09/26/12	09/28/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002		0.00	NM	3	\$525.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$175.00		0.00			
E 26	KSNV	09/26/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
E 27	KSNV	10/01/12	10/02/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$300.00		0.00			
E 28	KSNV	10/01/12	10/02/12		CM	4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00

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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 29	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$350.00		0.00			
E 30	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$450.00		0.00			
E 31	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 32	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$900.00		0.00			
E 33	KSNV	09/26/12	09/28/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.00	2	0.00	NM	6	\$4,350.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$725.00		0.00			
E 34	KSNV	09/26/12	09/28/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					2	\$725.00		0.00			
E 35	KSNV	10/01/12	10/02/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$750.00		0.00			
E 36	KSNV	10/01/12	10/02/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$750.00		0.00			
E 37	KSNV	09/26/12	09/28/12	M-F Wheel	CM	7-730pm	--WTF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					2	\$725.00		0.00			
E 38	KSNV	09/26/12	09/28/12	FacetoFace/Ralston RepM		730-758pm	--WTF--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
E 39	KSNV	10/01/12	10/02/12	FacetoFace/Ralston RepM		730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 40	KSNV	10/01/12	10/01/12		CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$775.00			0.00			
E 41	KSNV	09/27/12	09/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		2			\$750.00			0.00			
E 42	KSNV	09/26/12	09/28/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.00	2	0.00	NM	3	\$750.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--		3			\$250.00			0.00			
E 43	KSNV	10/01/12	10/02/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----		2			\$275.00			0.00			
E 44	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
				Monday Prime 8-10pm											
				VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$2,400.00			0.00			
E 45	KSNV	09/26/12	09/26/12	Wed PR 9-11p	CM	9-11pm	--W----	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
				Wednesday Prime 9-11pm											
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1			\$2,100.00			0.00			
E 46	KSNV	09/28/12	09/28/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
				Friday Prime 10-11pm											
				DLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$2,100.00			0.00			
E 47	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS		1			\$750.00			0.00			
E 49	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				ROS		(5:00 AM-6:00 AM)									
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$325.00			0.00			
E 51	KSNV	09/29/12	09/29/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		2			\$350.00			0.00			
E 52	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				WKND Jeop/Wheel											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$350.00			0.00			
E 53	KSNV	09/29/12	09/29/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$750.00			0.00			
E 54	KSNV	09/30/12	09/30/12		CM	6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Sunrise - SUNDAY															
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$185.00		0.00			
E 56	KSNV	09/30/12	09/30/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,900.00		0.00			
E 59	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
NFL Pre-Game															
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,600.00		0.00			
E 60	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$8,000.00		0.00			
E 61	KSNV	09/30/12	09/30/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
NFL End of Game Break															
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$6,500.00		0.00			
E 62	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$200.00		0.00			
N 63	KSNV	09/26/12	09/28/12	Late Night w/Fallon	CM	1237a-136am	--WTF--	:30	3	\$100.00	2	0.00	NM	3	\$300.00
Late Night w/Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$100.00		0.00			
N 64	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) RM	CM	M-SA 8-11p / SUN	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00
Law & Order (synd) PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$800.00		0.00			
N 65	KSNV	09/26/12	09/28/12	The Doctors	CM	2pm-3pm	--WTF--	:30	1	\$175.00	2	0.00	NM	1	\$175.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					1	\$175.00		0.00			
N 66	KSNV	10/02/12	10/02/12	Tues PR 8-9p	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
Tuesday Prime 8-9pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$2,400.00		0.00			
													Totals	126	\$76,220.00